

## ORDER



**Orders**  
**Order / Rev:** 718257  
**Alt Order #:** 06352892  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 419  
**Flight Dates:** 09/28/12 - 10/02/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	20	\$43,800.00	\$37,230.00
10/01/12	10/02/12	25	\$54,400.00	\$46,240.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$43,800.00	\$37,230.00	0.00
October 2012	25	\$54,400.00	\$46,240.00	0.00
<b>Totals</b>	<b>45</b>	<b>\$98,200.00</b>	<b>\$83,470.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/01/12	10/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MT-----	1:00	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$700.00		0.00				
E 2	WTSP	09/28/12	09/28/12	M-F 6-7a 6-7a 10 News	CM	6-7a	----F--	1:00	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			2		\$700.00		0.00				
E 3	WTSP	09/28/12	09/28/12	Price Is Right Price Is Right	CM	11a-12p	----F--	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$1,800.00		0.00				
E 4	WTSP	10/01/12	10/02/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	1:00	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$1,800.00		0.00				
E 5	WTSP	09/28/12	09/28/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	----F--	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$1,800.00		0.00				
E 6	WTSP	10/01/12	10/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	1:00	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 718257  
 Alt Order #: 06352892  
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 419

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	10/01/12	10/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	1:00	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					3	\$1,800.00		0.00			
E 7	WTSP	09/28/12	09/28/12	Y&R Young and the Restless	CM	1230-130p	----F--	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,200.00		0.00			
E 8	WTSP	10/01/12	10/02/12	Y&R Young and the Restless	CM	1230-130p	MT-----	1:00	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,200.00		0.00			
E 9	WTSP	09/28/12	09/28/12	M-F 4-5p Dr. Phil	CM	4-5p	----F--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,600.00		0.00			
E 10	WTSP	10/01/12	10/02/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	1:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,600.00		0.00			
E 11	WTSP	10/01/12	10/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	1:00	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,100.00		0.00			
E 12	WTSP	09/28/12	09/28/12	M-F 5-530p 5-530p 10 News	CM	5-530p	----F--	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 13	WTSP	10/01/12	10/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	1:00	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,100.00		0.00			
E 14	WTSP	09/28/12	09/28/12	M-F 530-6p 10 News at 530p	CM	530-6p	----F--	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 15	WTSP	09/28/12	09/28/12	M-F 6-630p 6-630p 10 News	CM	6-630p	----F--	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
E 16	WTSP	10/01/12	10/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	1:00	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,000.00		0.00			
E 17	WTSP	09/28/12	09/28/12	7-730p Wheel of Fortune	CM	7-730p	----F--	1:00	1	\$2,600.00	P-4	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,600.00		0.00			
E 18	WTSP	10/01/12	10/02/12	7-730p Wheel of Fortune	CM	7-730p	MT-----	1:00	2	\$2,600.00	P-4	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,600.00		0.00			
E 19	WTSP	10/01/12	10/02/12	730-8p Jeopardy	CM	730-8p	MT-----	1:00	2	\$6,000.00	P-3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$6,000.00		0.00			
E 20	WTSP	09/28/12	09/28/12	730-8p Jeopardy	CM	730-8p	----F--	1:00	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WTSP	09/28/12	09/28/12	730-8p Jeopardy	CM	730-8p	----F--	1:00	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$6,000.00		0.00			
E 21	WTSP	09/28/12	09/28/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	----F--	1:00	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$4,000.00		0.00			
E 22	WTSP	10/01/12	10/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	1:00	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----		2				\$4,000.00		0.00			
E 23	WTSP	09/28/12	09/28/12	Letterman Late Night with David Letterman	CM	1135p-1237a	----F--	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$1,400.00		0.00			
E 24	WTSP	10/01/12	10/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MT-----	1:00	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----		2				\$1,400.00		0.00			
E 25	WTSP	09/29/12	09/29/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$600.00		0.00			
E 26	WTSP	09/29/12	09/29/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	1:00	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2				\$2,800.00		0.00			
E 27	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$2,000.00		0.00			
E 28	WTSP	09/30/12	09/30/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$1,400.00		0.00			
E 29	WTSP	09/30/12	09/30/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	1:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		2				\$3,600.00		0.00			
													Totals	45	\$98,200.00